

## **MANAGERIAL QUALIFICATIONS ATTACHMENT**

### **Robert G. Ferlmann**

Vice President of Energy Supply  
BlueStar Energy Services, Inc.

Robert G. Ferlmann began his career at Central Illinois Light Company in 1987, working in the accounting department. He moved into the natural gas supply department as Senior Gas Supply Administrator in 1993. He assumed electric wholesale supply responsibilities in September of 1996 and eventually became the Director of Energy Trading. Mr. Ferlmann has participated as a witness in dockets before the Illinois Commerce Commission, as well as the Federal Energy Regulatory Commission. Mr. Ferlmann's experience includes electric sales, electric system operational experience, OASIS reservation processes, NERC tagging processes, and working with the rules and practices established by NERC and MAIN and/or MISO.

Upon the acquisition of CILCO by Ameren on 2/1/03, Mr. Ferlmann was promoted to Vice President – Trading and Retail. As Vice President at AmerenCILCO, Mr. Ferlmann was responsible for the electric wholesale trading business along with the Illinois unregulated electric retail business. Mr. Ferlmann left AmerenCILCO at the end of 2003 to join BlueStar Energy Services, Inc.

A copy of Mr. Ferlmann's CV is attached.

### **Guy H. Morgan III**

Chief Executive Officer  
BlueStar Energy Services, Inc.

Guy H. Morgan III is BlueStar Energy Services, Inc.'s co-founder. He currently oversees all aspects of the company's operations, including profit and loss responsibility. Mr. Morgan has founded and run a total of three successful businesses, with profit and loss responsibility at each. He has previously provided electric rate analysis and consulting services to retail customers in the Chicago area with two other companies he has founded, Utiliquote.com, Inc. and Expense Recovery Services, LLC.

Prior to entry into the private realm, Mr. Morgan was a member of the United States Navy. Mr. Morgan graduated from U.S. Naval Nuclear Power School, and subsequently operated nuclear propulsion plants on submarines. He received his B.S. degree in Finance from the University of Maryland.

A copy of Mr. Morgan's CV is attached.

**Aaron D. Rasty**  
Chief Operating Officer  
BlueStar Energy Services, Inc.

Aaron D. Rasty is BlueStar Energy Services, Inc.'s co-founder. As COO, Mr. Rasty directly oversees day-to-day operational issues for the company, including sales and marketing. Along with Mr. Morgan, Mr. Rasty founded Expense Recovery Services, LLC, which provided electric rate analysis and consulting services to Chicago area retail customers. As a founding partner, Mr. Rasty had profit and loss responsibility for his business.

Mr. Rasty also has experience as President of Utiliquote.com, Inc., a Chicago company providing electric rate pricing comparisons for non-residential customers. Mr. Rasty's work for Utiliquote.com also included managing all sales and marketing efforts.

A copy of Mr. Rasty's CV is attached.

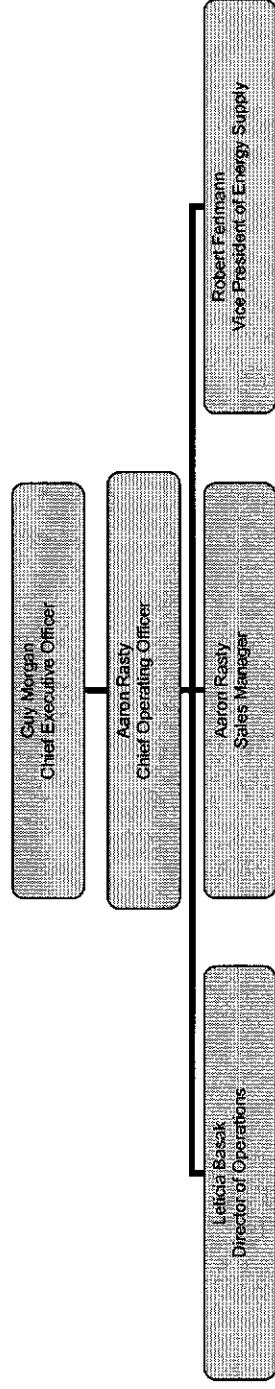
**Leticia D. Basak**  
Director of Operations  
BlueStar Energy Services, Inc.

Ms. Basak has over 6 years of experience in the deregulated energy industry, the majority of which have been spent in the Illinois market. Her background includes experience in regulatory, P and L center management, strategic and market planning, sales and marketing, budgeting, program analysis, campaign management and operations. She started her energy career at mc2, a division of MidCon Corp. In 1998, Ms. Basak joined Nicor Energy as their Electric Product Manager. Ms. Basak was an integral part of the launch of Nicor Energy's electric business.

Ms. Basak held numerous positions while at Nicor Energy, including Sr. Product Manager, Manager of Electric Operations, Customer Advocacy Manager, Manager of Electric Services, and Manager of Market Regulations and Strategic Planning. These positions held responsibility for both Nicor Energy's electric and natural gas businesses, covering Illinois, Indiana, Michigan, Iowa and Ohio. Ms. Basak spent 4 months at Nordic Marketing as Director of Sales, in charge of energy sales in the Illinois market. Leticia joined BlueStar Energy Services, Inc. in December 2003 as Director of Operations. Leticia holds a Bachelors of Science degree from the University of Illinois.

A copy of Ms. Basak's CV is attached.

## BlueStar Energy Services



# GUY H. MORGAN III

## PROFESSIONAL EXPERIENCE

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1999 - 2004     UtiliQuote.com, Inc.     Chicago, Illinois

*Chief Executive Officer*

Founded company. Presently oversee all business operations.

2002 – 2004     BlueStar Energy Services, Inc.     Chicago, Illinois

*Chief Executive Officer*

Founded company. Presently oversee all business operations.

1994 – 1999     Expense Recovery Services, LLC     Chicago, Illinois

*Partner*

Co-managed all business operations with P/L responsibility. Provided electric rate analysis and consulting services to local companies.

1991 – 1994     Ecowater of Iowa

Iowa City, Iowa

*Sales Manager*

Managed sales force for water treatment company.

1982 – 1986     United States Navy

Various locations

*Submarine Nuclear Propulsion Plant Operator*

Managed electric distribution systems aboard U.S. Navy submarines. Served on U.S. Navy Submarine NR-1, the world's only nuclear-powered deep submergence research vehicle.

## EDUCATION

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1986 - 1990     University of Maryland

College Park, Maryland

*B.S., Business Administration (Finance)*

1982 – 1983     U.S. Naval Nuclear Power School     Orlando, Florida

*Graduate*

# AARON D. RASTY

## PROFESSIONAL EXPERIENCE

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2003 - 2004      UtiliQuote.com, Inc.      Chicago, Illinois  
*President*

Responsible for all day-to-day operations.

2000 - 2003      UtiliQuote.com, Inc.      Chicago, Illinois  
*Director of Utility Services*

Responsible for all sales and marketing efforts.

2002 - 2004      BlueStar Energy Services, Inc.      Chicago, Illinois  
*Chief Operating Officer*

Founded company. Responsible for all day-to-day operations.

1994 - 1999      Expense Recovery Services, LLC      Chicago, Illinois  
*Partner*

Co-managed all business operations with P/L responsibility. Provided electric rate analysis and consulting services to local companies.

1991 - 1994      Ecowater of Iowa      Iowa City, Iowa  
*Sales Representative*

Conducted water testing and provided presentations on water treatment equipment.

## EDUCATION

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1990      Des Moines Area Community College      Des Moines, Iowa  
Undergraduate Studies - General Course Load

**Robert G. Ferlmann**  
BlueStar Energy Services, Inc.  
363 West Erie Street Suite 700  
Chicago, IL 60610  
(312) 628-8685

**Education:**

Bachelor of Science- Bradley University, Peoria, IL (1984)  
Major in Accounting

Certified Public Accountant- Illinois (1987)

Master of Business Administration- Bradley University, Peoria, IL (1991)

**Business Experience:**

Vice President of Energy Supply  
January 2004  
BlueStar Energy Services, Inc.

Responsible for all aspects of energy procurement and supplier relations. Oversees regulatory compliance.

Vice President – Electric Trading and Unregulated Electric Retail  
February 1, 2003 – December 31, 2003  
AmerenCILCO

Responsible for the 7 X 24 electric wholesale trading business. This business line optimizes generation assets, covers native load short positions, and manages the supply and delivery obligations to new unregulated retail load in the Commonwealth Edison service territory. Utilize experience in physical and financial supply transactions under the jurisdiction of the FERC.

Manage and oversee the unregulated electric retail business in Illinois. This includes financial performance, tariff analysis, marketing, pricing, sales, transmission, supply, risk management, billing, and imbalance exposure.

Director of Energy Trading (Manager Business to Business)  
Central Illinois Light Company  
July 1997 – January 2003

Responsible for all aspects of energy wholesale transactions. This includes natural gas acquisition and delivery, electric bulk power marketing, price "risk" management, and the related gross margin reporting

I have been involved in the electric retail "unbundling" requirements as a direct result of Illinois House Bill #362, which includes Illinois Commerce Commission tariff filings and operation issues. I have testified at the Illinois Commerce Commission regarding natural gas and electric procurement and risk management issues and at the Federal

Energy Regulatory Commission regarding electric power and energy contract and tariff issues.

Senior Energy Supply Administrator

April, 1993- July 1997

Central Illinois Light Company, Peoria, IL

Responsible for all aspects of the four primary interstate pipelines connected to the CILCO system, including: contract level analysis and determination, contract negotiation, and FERC regulatory filings. Performed all aspects of the Company's natural gas risk management program, including: NYMEX futures and options positions, over-the-counter "basis" Swaps, and the related financial reporting.

Financial Analyst

October, 1990- March, 1993

CILCORP, Inc., Peoria, IL

Primary responsibilities revolved around the analysis and recommendation of potential corporate mergers and/or acquisitions. Prepared analysis and recommendations for corporate dividend policy. Prepared miscellaneous reports required for upper management to make operating decisions.

Business Finance Instructor

August, 1992- December, 1993

Bradley University, Peoria, IL

Taught Junior/Senior level business finance.

Accounting Analyst and Senior Accounting Analyst

November, 1987- October, 1990

CILCORP, Inc., Peoria, IL

In addition to the necessary financial reporting requirements (Annual Report, 10Q, 10K, etc) I was subcontracted to a local biotechnology consortium to perform accounting, treasury, and payroll functions.

Staff Auditor and Audit Senior

December, 1984- November, 1987

Clifton, Gunderson, & Company, Peoria, IL

# LETICIA D. BASAK

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## Summary of Experience

Dynamic manager with experience leading sales, marketing, operations, and strategic planning in both start-up and established business settings. Problem solver with a track record for creating shareholder value in a fast-paced environment, by managing multiple variables simultaneously and adapting to changing business conditions. Proven ability to interpret and convert marketing intangibles into profitable programs by identifying and executing on business opportunities. Experience in multiple disciplines:

- ROI and Business Case development
  - Strategic and Market Planning
  - Product Development, Modeling and Forecasting
  - Budget and Expense control
  - Staff Development and Motivation
  - Regulatory and Program Analysis
  - Training
  - Contract and price negotiation
  - Sales and Marketing
  - P&L Management
  - Key account, outsourcing and vendor management
  - Project & Campaign Management
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## Professional Experience

**BlueStar Energy Services**, Chicago, IL

12/2003 – Present

### **Director of Operations**

Management position, report to Chief Operating Officer in a privately held retail energy provider. Responsible for numerous back office functions, including but not limited to: contract administration, customer billing, AP/AR, system development, customer service, utility communication/liaison duties, planning, staff management and development, new market prospecting/business case development and a variety of analytics.

**Nordic Marketing of Illinois, LLC**, Naperville, IL

7/2003 – 11/2003

### **Director of Sales, Illinois**

Business development professional, reporting to the Sr. Vice President, for the newly developed Electric Power division of a privately held retail energy provider. Broad scope of responsibility, including strategic market planning, business development, sales forecasting, marketing, pricing, staff management, and all sales activities.

- Responsible for a \$30 million revenue business unit.
- Developed entire Illinois business plan, expanding product offerings, market focus, and sales tactics, enabling Nordic to successfully penetrate more profitable, untapped market segments.
- Analyzed Nordic's traditional customer targets, and re-defined business unit's solicitation focus, improving unit margins by 100%.
- Introduced alternative sales channel opportunities, expanding existing sales force by 30%, while revamping the sales compensation structure, resulting in an increase of Net Margin by 50%.

**Nicor Energy, LLC**, Lisle, IL

1998-2003

### **Manager, Market Regulations and Strategic Planning/ Electric Services Customer Advocacy/Senior Product Manager**

Joined company as a product manager to launch commodity sales to new market segments. Promoted into multi-faceted management roles, reporting to the Senior Vice President. Responsible for leading numerous multi-functional teams, including the responsibilities of commodity and non-commodity program and product analysis, ROI analysis, budgeting and forecasting, Profit and Loss center maintenance, utility and governing-body relationships, regulatory duties, testimony drafting, model building, business case development, pricing, forecasting, system design, contract drafting, internal and external industry product training and campaign management. Nicor Energy was a retail provider of Natural Gas and Electricity, which served over 150,000 Industrial, Commercial and Residential customers in the Midwest. The company

**Leticia D. Basak**



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was a joint venture between Nicor, Inc. (NYSE: GAS) and Dynegy (NYSE: DYN) with revenues of over \$500 million in 2002. The company was sold in 2003 for strategic reasons.

- Researched, developed and executed market launches in three new market territories and segments, which contributed to the business unit growth of \$30 thousand gross profit in 1998 to \$3 million in 2001.
- Successfully identified, researched and executed two new market launches in two different states, contributing and unanticipated \$2 million of gross profit.
- Modeled and maintained economics and business goals of three Profit and Loss centers that attribute to 60% of company revenue, and 54% of company Gross Margin. Composed Profit and Loss center strategic business plan, including contingency plans.
- Created and maintained product Net Present Value model evaluation, which resulted in better program and product valuation, better understanding of actual costs per product, and more profitable products to market.
- Successfully launched the company's first electric product, gaining the largest market share of a non-affiliated marketer in the state of Illinois.
- Hired and trained staff to support overall company objectives.
- In 2003, played a pivotal role in the implementation of the sale of company assets and transitioned the business to the new owners.

**mc<sup>2</sup>, a Unit of MidCon Corp.**, Lombard, IL

**1997 to 1998**

### **Market Analyst**

Product and pricing analyst, for a start up retail electric and natural gas company serving Industrial, Commercial, and Residential customers throughout the United States. Responsible for model development, implementation maintenance and pricing functions in the Pennsylvania, Ohio and New York markets. Also responsible for market analysis and segmentation, product launch strategy, tariff analysis, product launches, and utility relationships. Major accomplishments include two successful product launches resulting in 200% customer growth, along with streamlined pricing and RFP processes, resulting in more accurate and timely bid responses.

**Philip Morris U.S.A.**, Schaumburg, IL

**1995 to 1997**

### **Territory Sales Manager**

Sales professional, responsible for growth and management of a \$5,000,000 retail tobacco territory. Responsible for establishing working relationships with clients at both the retail and corporate levels to gain better compliance levels with vendor contracts, analysis of sales data, business reviews to improve retailers' inventory management, contract negotiation, profitability and break-even analysis, presentations, product inventory assessments to be more competitive with the surrounding marketplace. Major accomplishments include an increased market share of 10% in a shrinking product category by selling clients on more productive ROI strategies, more efficient and effective marketing and product placement, more profitable product varieties in circulation, and share gain due to analysis of market opportunities and the successful sale of \$1,000,000 of promotional product.

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## **Computer Skills**

Proficient in Microsoft Word, Excel, PowerPoint, Access, Windows, WordPerfect and other PC-based software applications, as well as the use of the Internet and the World Wide Web.

## **Education/ Professional Development**

University of Illinois at Urbana-Champaign, Bachelor of Science in Advertising, 1995  
"The Bullet Proof Manager", Crestcom International, Ltd, 2002

## **Activities**

Alpha Gamma Delta Social Fraternity  
University of Illinois Dance Team, "The Illinette's" Co-Captain and Public Relations Officer  
Dean's List